Alliance University

Master of Business Administration

Submitted to BUS609 Joseph Reid

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Mount Olympus Therapeutic

CERTIFICATE OF AUTHORSHIP:
I certify that I am the author of this paper and that any assistance I receive in its preparation is fully acknowledged and disclosed in this paper. I have also cited any sources from which I used data, ideas, or works, either quoted directly or paraphrased. I also certify that this paper was prepared by me specifically for this course.

Student's E-Signature:

Jeremiah James Herbert

<**Mount Olympus Therapeutic**>

<Jeremiah Herbert>

A Capstone Research Project

Submitted in partial fulfillment

of the requirements for the degree

Master in Business Administration

School of Business and Leadership

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Executive Summary

Mount Olympus Therapeutics, we implement quality care and speedy recovery, while focusing more on productivity than sales revenue. Collaboration with us means keys to success. By putting into practice the two main pillars of my business, healthcare services, and therapy. This business would prosper and expand if the Golden Rule and accountability were upheld, as we constantly strive to improve and provide the finest client/patient experience.

Mission, Vision, and Core Values

Know anyone seeking a family-oriented facility that wants to find experts who will deliver high-quality care and thorough assessments? Then look no further than Mount Olympus, where we respond to both our patients and clients' needs on the outside as well as their injuries to ensure a high-quality and speedy recovery. We evaluate our basic principles based on our ability to be accountable for anyone entering our facility on their own initiative. By treating our consumer base in the manner in which they would like to be treated, we are living by the golden rule. We have the secrets to your healing.

Mission Statement

“To provide comprehensive assessment and quality care”

Vision

“To attend to both patient's and client's injuries and outside needs to make sure for quality and quicker recovery”

Core Values

Accountability

Accountability is the process through which physical therapists and physical therapists assistants embrace continuing accountability for a range of responsibilities related to their positions, activities, and duties within the practice. Also by holding ourselves accountable.

The Golden Rule

Puts their needs first since they’re all just people. You should be kind toward others if you expect others to be courteous toward

you. (Positive version) You shouldn't treat people badly if you don't want them to treat you badly in return.

Social Responsibility

Social accountability Responding to societal demands for health and wellness is necessary for social responsibility, which creates mutual trust between the profession and the general public. Encouraging society's health and welfare requirements, such as access to medical treatment and physical therapy services. It best describes the plan's anticipated results and gives patients clear targets. Patients' pain is managed, their mobility is increased, and additional pain and damage are avoided through using activities, stretching, equipment, and hands-on therapy.

Industry Description

The industry is composed of three subdivisions that make up physical therapy. All of these 3 have major parts just like the human body. Having to deal with service, healthcare, and therapy. The service aspect we have driving companies to pick up our patients/clients is that usually elderly patients that have no way of getting to our facility have scheduled pickups and drop-offs due to the fact that the family isn't always reliable. We manage to make agreements with these companies so they can promote their business by helping us assure our clientele gets to and from our facility safely. Also having to do with nursing registries and referral agencies since registration nurses are very expensive by maintaining this it's a listing of professionals who possess the necessary licenses to work as nurses. The certification organization appointed by law to oversee the occupation maintains the register. Having a referral agency reduces expenses for clients while, in addition, increasing the revenue of domestic employees by the work being outsourced to them. These employees have contracts and are enrolled only with agencies. That being said, we meet the needs and give quality care. Healthcare is crucial when it comes to having durable equipment such as elastic bands, treadmills, ellipticals, recovery stimulators, massage guns, etc. Small referrals will cut down on costs and with my experience working as an assistant physical therapist at a physical therapy clinic in the Bronx. It was implemented that we must be in uniform, which implies wearing scrubs is one of the most cost-effective, most convenient ways to look and feel comfortable wob being professional. Lastly, with therapy, we bring in acupuncture therapists, occupational, and chiropractic services, and implement nutrition. With this, it shows that we care about our patients enough to bring in other specialists that specialize in certain mental/physical illnesses to help them understand and cope better so we can help

them just a little bit more when it comes to their injury. Understanding the root behind the problem, not just trying to fix people because, at the end of the day, they're still human with needs. Having a Medical Dietician at our Center will encourage our patients/clients that whatever happens to them we are legally authorized to cover for them but if they do not sign in and out once arriving and leaving our facility keeping us posted with their daily routine then this all falls on them. We are no longer reliable since this could lead to potential legal actions being taken against us. Since our job is to try our best to maintain and understand what's the best measurable approach to take.

Proposed Company

The property at 6030 N 19th Avenue, located in Phoenix Arizona which was formerly occupied by Chase Bank, presents a good chance for a new owner to purchase a prime piece of retail real estate and increase its worth through leasing or occupancy. Phoenix has solid market fundamentals, and the demand for commercial space is rising, which will be advantageous to investors and users. There are 27,205 businesses, 248,911 daytime employees, and 517,090 residents. The annual total of consumer spending exceeds $5.3 billion, with an average household income of $70,450. Phoenix is a great place for new investment thanks to its business-friendly environment and steady economic growth.

PESTLE Analysis

Patient Retention, losing a patient not only has a bad effect on their personal health and outcome, but it also has a negative influence on your physical therapy practice's bottom line and general success. A shocking 40% of patients are currently dropping out of treatment on average!

Political

Each subheading section should contain information detailing how this topic could potentially impact this industry and your business. Ultimately you will need to complete a best-case and worst-case scenario analysis, which should be based partially on your PESTLE analysis.

Product/Service Overview

Athletic tape Its Potentially reversible Stretch hexagonal shapes on a water-resistant kinesiology tape let you know when the tape has indeed been stretched to the preset benchmarks of 0%, 25%, and 50%. Ensuring you've obtained the appropriate amount of stretch for your patient enables you to apply the product more quickly and easily. The latex-free tape can be applied to support joints, muscles, the nervous system, and the circulatory system. Comprehending PowerTower, the PowerTower can assist you in providing your patients with advanced athletic training, endurance, or rehabilitation. The Encompass PowerTower's adjustable construction allows it to support users up to 650 lbs. and 6'10" in height. With far more than 200 exercises encompassing everything from Pilates to vigorous exercise, you may use it to treat various muscle groups simultaneously. Motorized Height & Width Parallel Bars, Tri W-G. The non-slip mat platforms foundation of the Tri W-G Motorized Height & Width Parallel Bars ensures stability while facilitating optimal gait training and therapeutic assistance. It has simply adjustable height and width and can support people weighing up to 600 lbs. Utilize these uneven bars to assist your patients in regaining their movement.

Product (or Service) Description

The three subsets that make up physical therapy are therefore split into their respective sectors. All three of these contain vital sections, just like the human body. concerned with therapy, service, and medical care. To pick up our patients and clients because the family isn't always dependable, we hire driving services. Typically, scheduled pickups and drop off are provided for elderly patients who have no other means of transportation to our facility. We manage negotiating contracts with these companies so they

can advertise their goods by helping us ensure that our clients reach and leave our facility in a secure manner. Additionally connected to nursing registries and referral services because it costs a lot of money for registered nurses to keep a list of people with the licenses necessary to practice as nurses. The certifying organization appointed by legislation to oversee the profession maintains the registration. By outsourcing tasks to domestic workers, referral agencies help clients save money while also increasing the income of domestic employees. These employees are covered by contracts and are solely enrolled with agencies. Having said that, we offer excellent care and accommodate the needs. Healthcare is crucial when it comes to having long-lasting equipment like elastic bands, treadmills, ellipticals, recuperation stimulators, massagers, and other items. Based on my experience as an assistant physical therapist in a physical therapy clinic located in the Bronx. Scrubs are one of the most effective and economical ways to look and feel great while behaving professionally because we are required to wear uniforms. Finally, we use dietary, occupational, chiropractic, and acupuncture experts for therapy. This shows how much we care about our patients by soliciting the aid of other medical experts who specialize in particular mental or physical conditions to assist them in understanding and coping. By doing this, we are able to help patients a little bit more with their wounds. Since people still have needs at the end of the day, it is preferable to comprehend the root causes of the crisis rather than focusing simply on making miracles happen. The presence of a medical dietician at our institution will comfort patients and clients that we are required by law to meet their needs regardless of what happens to them. They are responsible for this if they neglect to sign in and out when they enter and leave our facilities so that we are aware of their daily activities. and we're no longer dependable because it might lead to a lawsuit being brought against us. We must make

every effort to understand and preserve the best quantitative path of action since that is our obligation.

Service 1

Each service offering should be described in detail under its own subheading to keep the document clear and organized.

Purpose

The purpose statement provides a clear description of the business venture being considered. This description should include a few thoughts about why this proposed business venture is appropriate for the market, the void it might be addressing, and why the business plan should be developed. Additional secondary sub-sections for this major section may include topics on the significance of the venture, background description, and appropriate research questions being addressed.

Significance

This should be a very brief section explaining the relevance of this proposed venture. It sets the context for relevancy.

Background

Ever since 2016 my stepmother, who works as a professional athletic trainer for the New York Giants and owns her own chiropractic practice, has always informed me about the physical therapy profession. This has inspired me as an athlete to urge other athletes to take care of their bodies. I'm also fascinated by the myriad ways we may take care of ourselves but frequently forget to do so. I have worked in customer service for many years and always received positive feedback. I also volunteered to work as an assistant physical therapist and

have three degrees in the discipline, so I have the knowledge and resources necessary to operate a successful business. Being an athlete, the name was inspired by my track and field participation in the 2024 Summer Olympics in Paris. This will help me market myself better as well as establish my business as a former Olympian who desires to contribute to the community and ensure we receive high-quality, effective care so we can recover more quickly.

SWOT Analysis

The use of a SOT analysis should be included. A few sources to add credibility and validity to this concept proposal are warranted and expected. Here is an example of how you might want to depict the PEST, and then a discussion of how it will be applied is justified.

Table I: SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats

Strengths

Each subheading section should contain information detailing how this topic could potentially impact this industry and your business. This could also be used to justify your best-case and worst-case scenario analysis required later in your business plan.

Porter's Six Forces

The use of Porter's six forces analysis should be included. A few sources to add credibility and validity to this concept proposal are warranted and expected. Here is an example of how you might want to depict Porter's six forces, and then a discussion of how it will be applied is warranted.

Table I: Porter's Six Forces

Competitive Rivalry	Threat of New Entrants	Supplier Power	Buyer Power	Threat of Substitutes	Impact of Complements

Competitive Rivalry

Each subheading section should contain information detailing how this topic could potentially impact this industry and your business. This could also be used to justify your best-case and worst-case scenario analysis required later in your business plan.

Market Analysis

My target market is high leveled collegiate athletes, non-athletes, the elderly, and non-sports-related injury patients from the age of 18 and up.

Market Size and Trends

Expenses

	Planned	Actual	Diff.
Totals	*$8,339*	*$4,407*	*+$3,932*
meal plan	$50	$35	+$15
treatment tables	$2,445	$489	+$1,956
Physicians	$45	$55	$0
medicine ball	$30	$27	+$3
elliptical	$350	$350	$0
treadmill	$4,000	$2,230	+$1,770
resistance bands	$20	$10	+$10
Utilities	$421	$421	$0
transportation	$500	$450	+$50
yoga mats	$40	$40	$0
Insurance	$150	$85	+$65
gym membership	$60	$30	+$30
heating pads	$48	$20	+$28
TRX	$180	$175	+$5

Economics of the Business

The overall payout for usage of equipment in my facilty cost $3,341 which equipment that includes treatment tables, medicine balls, ellipticals, treadmills, heating pads, TRX, yoga matts and resistance bands. The variable costs such as transportation, utilities, gym membership, meal plan, and yoga center will estimate around $1,021. with the starting bid of the property costing $150,000 for startups were renting out the propertyand a year from now we are going to invest $148,000 which was the lowest bid that no one was willing to pay for the highest so we were able to get an advantage and take the opportunity. depending on the workers that work in our clinic the payout goes from $16 to $55. We have four physical therapists that work in the clinic that are taking on a maximum of four clients per a single session the Max Capacity is 25 we're willing to take and the center until we're able to hire more employees so as of now we only have two volunteer employees from the Arizona State University and Grand Canyon University volunteering to work at our Clinic we allow them to do this for extra credits and expand their resume for work studies. We've hired three yoga mentors from standard for the beginners, moderate for the people that have been doing yoga for quite some time and the advanced teacher for the individuals willing to test their limits. we also have three personal trainers that will be on standby that will assist anyone that's willing to pay for the membership and also pay for a personal trainer that's what they're here for we're always working to improve enhance and drive you to be a better version of you to succeed. All of the startup costs needed $267,000 to start up the business. my grandfather plans on investing $7,000 into the business, the community will put in $50,000 based off of fundraisers that will a hosting and charity events. I plan on taking $25,000 out of my savings, the alpha file for alumni chapter will be invested in $15,000 and based off of government's loans we plan on asking for $100,000 while everything that I invest and make from bonds

and stocks which will be $70,000. We plan on making annually $465,000 in our first year. based off of the demand and in the location that we're in we can make more than half of the clinics around us based off of our knowledge and what we have to offer. the incentives we're giving out to each and every customer to allow them to want to come to our clinic.

Marketing Plan

I will achieve my goals by establishing my needs vs. wants when it comes down to maintaining success within my business. My mission statement is to provide comprehensive assessment and quality care while my vision is to attend to both patients' and clients' injuries and outside needs to make sure for quality and quicker recovery. That could entail lessening discomfort, enhancing bodily performance, or minimizing the impacts of a handicap or impairment. The following are some of the most typical causes for seeking physical therapy assistance: Patellar Tendonitis affecting hips, or shoulders, including arthritis. depending on what kind of injury you have or what you're coming in for we'll make a qualitative decision on the route that we're going to continue to pursue with the patient/client such as swimming and 8 to 12 weeks if they have an ACL injury to build up the muscle around the ruptured knee or using resistance within four to five weeks if constantly and consistently taking part of the activities that were given you on a day-to-day basis when you come and see us. We base the goals of our core values because we stand firm and believe that everything we speak we shall affirm. Which are taking accountability, the Golden Rule, and lastly social responsibility. There must be evidence that any therapeutic administered in a clinical context skills needed to the condition of the patient. Utilizing data analysis of medical studies, this

evidence is supported. By constantly keeping track of our patient/client information in the system we get an understanding of who we're working with and what their diagnoses are from the information that the hospital retains and allows us to see moving forward with having the individual come to our Clinic. This then puts us in a better situation to know how we can affirm the individual to get them in a better state than when they came and basically have a week-to-week regimen and stick to that schedule based on how consistently the client/patient will be coming and that works with their schedule also that gives them the best plan with dealing with their insurance or if they don't have insurance see what we can do for them and see if what we're providing them is measurable to what they're giving us. By then we shall then see the results of the clients that we have and hopefully, the success rate of their injury will have lessened or decreased by the time we're finished with them because we work on quality care and efficient recovery so we're not like any other physical therapy clinic. We are more hands-on with these issues we have trained specialists that will do everything in their power to make sure that you're going to go to the 10th round in a boxing match or run a marathon again. We're providing you with faith and the luxury of being in our clinic with all the high-quality equipment to help you back to your original or even better state of recovery. Using predetermined searches and multidimensional analytics, performance management entails deciphering the significance of massive data in corporate databases. The starting point of Mount Olympus Therapeutics will be partnering with a yoga practice so we’ll be renting out the spot while taking outside referrals until we’re able to get our feet wet in terms of being an innovative therapeutic business. One better way for official recovery than partnering with practice allows our patients/clients to release stress and be one with themselves connected mind, body, and spirit allowing them to trust us when it comes to

assuring their recovery. Within 2027 we should be launching our own practice and establishing our own location after we establish our name by competing in the 2024 Paris Olympics for the 400m or 800m this will give our consumers a better understanding of who we are and also give us credibility behind our clinic since I would be in Olympian as my location is going to be in Phoenix, Arizona.

Design and Development Plans

rent is going to cost monthly $4,650, salary for the physical therapist are going to cost $55, insurance costs going to be from $80-$150 for people covered with insurance and people paying with non insurance will be anywhere from $300-$569. Utilities would cost about $210 and interest expenses would be around $5,833. Monthly cost for websites online marketing will cost $1,000.

Operations Plan

The location of our facility is going to be located in Phoenix, Arizona where rentable square feet are 6,080 and the property stands at 7,100 square feet. what's the amount of space that we consider when renting the property this allows our patients/clients to get a feel of the area. The goal is to closely maintain a maximum of 25 patients per day 6 days a week. otherwise, four of our top physical therapists will be taking on four patients a day and when I come in I'll take at least five. As much as revenue sales would be delightful we're looking for quality over quantity since we'd have to make sure that our clients/patients are enjoying the space that they're being treated in. We plan on making up most of our revenue sales by adding in the yoga clinic which will boost sales and also a gym membership. This will Target more than half of the Phoenix population to want to attend our Clinic because we don't just provide quality care we provide essential things that will help the community grow and thrive as we what to be the best at what we do giving you more options this which lead to a massive increase generating in revenue sales. Within a year we plan to limit our cost for equipment because we plan to establish a partnership with some of the universities so we're not having to constantly buy more equipment this will help save up on costs and provide more customer feedback on what our customers want to see us do better so we can provide this for them whereas you guys are constantly coming to us we'll then come to you.

Management Team

The management team of any business is as critical as the product or service itself. The greatest product possible could be manufactured; however, if the management team fails to execute the company plan, lost sales could occur, which may prove fatal.

Describe each management position on the team, their role, responsibilities, and required compensation. Is the management team willing to accept lower compensation given the start-up nature of the business? If so, this is worth noting when presenting the plan. Has the talent been balanced on the team? Does the team possess adequate technical skills, leadership skills, and a proven track record of success? Beyond their salary compensation, what other perks will be offered? Does the business intend to provide profit sharing, stock options, or bonus plans? What is the strategy for holding on to intellectual property, especially after the management team proves successful? Many companies go to exhausting lengths to ensure sustainable, successful management teams. Good management personnel are hard to come by. Finding them is an incredible challenge; however, it pales in comparison to retaining them once they have proven their worth.

Sustainability and Impact

All business plans must address sustainability and impact. Every business developed has had some impact on the economy, society, and the environment. Investors will want to know how the proposed business venture can/will impact all these areas.

If the business positively impacts any of the above, the chance of sustainability is significantly increased. In keeping with this theme, think about the type of potential waste that the business may generate. Will the company adequately and compliantly recycle or dispose of the waste it creates? Review and discuss the impact on the planet's green initiative to include carbon reduction and effective waste management. If there are suppliers, there is a need to include the supplier list in the plan and explain how they intend to address their impact on the environment. Be sure also to consider the impact on the local community and society.

Often, how a company addresses these issues can create separation from its competitors. All things being equal, if the production environment of the proposed business proves to be a greener, more planet-friendly alternative, it could create separation from competitors on this element alone. Forward think on this issue and try to project future impact on the company and product line growth. Is the company poised and on track to improve the environment, or is there a risk of falling back to the pack?

Finally, this section should address the potential exit strategies of the venture. Exiting does not mean leaving the venture; it is a liquidity event as it achieves certain milestones, which should be analyzed and presented. Investors typically want a plan to capitalize on their gains and leave your business. How long do you need them to remain engaged, and what's the plan for paying them when the time comes?

Overall Schedule

Scheduling is critical and can quickly become the deciding factor in the success of the pursuit of funding. Investors want to see a meticulously formulated plan with realistic goals and objectives, alternative strategies in the event specific mid-term goals are missed, as well as remediation plans should a major “show-stopper” occur. This is the time to think out of the box, demonstrate solid forward-thinking, and show just how creative this plan can be. Leave nothing to the assumption of the reader or audience. Walk them through the elements in the order envisioned for the events. As an example:

- Lay out a cash conversion cycle for each product or service
- Create a month-by-month schedule that shows the timing of the product development, market planning, sales programs, production
- Display critical milestones essential in achieving success to include:
    - Incorporation of the venture
    - Completion of design and development
    - Completion of proto-types
    - Securing sales representatives
    - Trade Show displays
    - Contracts with distributors and suppliers
    - Material orders in quantities indicative of production volumes

This is a time to demonstrate copious adherence to every detail. Leave no stone unturned, and when those in attendance walk away, they should think, “Wow, what a presentation. This idea is solid, and I need to be part of this business”.

Critical Risks, Problems, and Assumptions

The Entrepreneurial spirit is based on a risk-reward mindset. The willingness to assume such risks is at the very core of every entrepreneur. Although it is believed the business creator accepts these risks, those who consider investing in the business need more assurance. Often, investor comfort levels can be heightened simply by observing the care with which the business plan identifies and addresses these risks. Be thorough in reviewing all the risks, problems, and obstacles perceived to be in the path of operating a successful business and, by extension, the path of all stakeholders.

Identify each risk and its potential impact on the business. Will it affect personnel, product delivery, development, and market appeal? Drill down through the Sales assumptions made in the projections. Talk about how and why such predictions have been offered, and provide insight into how the numbers were determined (in many cases, appendices and exhibits should be used to support many of these sections). Address potential "show-stoppers"; why they may be considered such, and how they could be managed. It has long been a standing rule that most potential investors will read the "Management Team" section and then immediately turn to this section. The omission could prove fatal, with the reader concluding a belief that they may be stupid or naïve, that the plan is attempting to pull the "wool over their eyes", or that there is insufficient critical thinking to have thought of these exposures. Any of these conclusions may result in a refusal to engage and not achieve the goal. Be thorough in the review and consider some, if not all, of the following:

- Running out of cash before orders are secured
- Potential price cutting by competitors

- Unfavorable industry trends
- Design or manufacturing costs exceeding original estimates
- Sales projections not achieved
- Raw material lead-time longer than anticipated
- Challenges in obtaining bank credit

Weigh these risks placing higher weights on the most critical down to the least vital to demonstrate a stronger sense of impact. Do not take this section lightly. Be sure to demonstrate deep critical thinking in this area. It can and will separate the plan from competitors.

The Financial Plan

In this section, the proverbial “rubber meets the road”. It is here where many potential investors and/or bankers will focus on uncovering the business’s true financial requirements. Accurate presentation of the estimates results in increased validity of the business plan. The business viability and timetable will be on display in this section.

The use of financial exhibits will be expected. Financial statements should cover five-year projections, including income statements, balance sheets, and cash flow statements. Many of these can be discussed and described here while providing the full statements in appendices and exhibits. In most cases, start-ups will use pro forma financial statements. Use sales forecasts and the accompanying production or operations costs when preparing the pro forma. Be sure to review/discuss the assumptions made in these reports entirely. The income and cash flow statements should show a monthly analysis for at least the first six months or minimally until the business becomes profitable.

A discussion must be provided on worst-case, most likely, and best-case scenarios. Describe how certain assumptions may cause any of these scenarios and what that will do to specific performance indicators. The worst-case and best-case expectations should be based on your PESTLE, SWOT, and Portal’s analysis.

Proposed Funding Requirements

Now that the business idea has been fully described and presented, it is time to identify precisely how much funding is being sought after. Identify how the plan intends to invest this money in the business and the rate of consumption. Potential investors will want to hear about how and when their investment dollars will be repaid. A detailed plan will be required showing how the expected rate of return will be achieved. Understand that those investors who are serious about investing in your business will be the ones most concerned with the content in this section. Be prepared for the potential investors to counteroffer ideas on how to pay back the money with a few rather creative ideas of their own. If you are considering offering equity in the company, what percentage of the company will be surrendered to investors? Note also that this will require you t perform a valuation on your company to justify the equity percentage. Will controlling stock be retained, or is there a willingness to sell more than half of the interest in the business?

All investors want to know how their money is going to be spent. Be prepared to provide a list of items planned to purchase. How much will be spent on creative design, market research, development, and the creation of production facilities? The more data provided, the greater your investors' comfort level will feel.

References

American Psychological Association (2010). Publication manual of the American Psychological Association. Washington, DC: American Psychological Association.

Spinelli, S. & Adams, R. J. (2016). New venture creation: Entrepreneurship for the 21st century (10th ed.). NY: McGraw-Hill.

NOTE: It is expected that 20-30 resources (80-90% from scholarly sources within the past five years) will be used throughout the business plan and listed in proper APA format. The most important aspect is the distillation of the sources and their relevance to this proposed venture. Proper APA citations must be used at all times.

Appendix

NOTE: Appendices should be included that support the discussion within the business plan and referenced herein; this may include but not be limited to financial statements, charts, diagrams, org charts, etc.